

Eau Claire Redevelopment Authority
Minutes
Wednesday, June 22, 2016
Council Chambers, City Hall

Members Present: Mike DeRosa, Janine Wildenberg, Jeff Halloin, Martin Green, David Klinkhammer, Dr. Thomas Kemp, Dale Peters

Staff Present: Steve Nick, Jay Winzenz, Kelly Thompson, Josh Solinger, Audrey Boerner, Mike Schatz, Ray French

1. Call to order. This meeting was called to order by Mr. DeRosa at 7:30 a.m.
2. Minutes from the meeting of May 18, 2016. The minutes from the meeting of May 18, 2016 were reviewed and approved on a motion made by Dr. Kemp and seconded by Mr. Green. The motion passed.
3. Financial statements. Ms. Thompson presented the financial report for the month ending May 31, 2016. Operating expenses for May totaled \$1,442 and included \$1,432 for electricity and \$10 for postage. Acquisition expenses totaled \$5,919 and included \$4,815 for phase II environmental work in the Cannery District, \$1,000 for a trail plan near the Family Video property, and \$104 for a moving payment for Silvermine Stone Company.

Ms. Thompson also noted some upcoming expenses related to the next item awarding a demolition bid to Heartland Contractors. They will include taking care of debris outside of 1807 Oxford Avenue for \$6,062 and the underground storage tanks.

The financial statements for the month ending May 31, 2016 were reviewed and approved on a motion made by Ms. Wildenberg and seconded by Mr. Klinkhammer. The motion passed.

4. Motion to award a demolition bid to Heartland Contractors for properties in the Cannery Redevelopment District. Ms. Thompson presented the bids and indicated that Heartland Contractors was the low bid at \$97,492.26. Mr. DeRosa noted the range of bids.

The motion to award a demolition bid to Heartland Contractors for properties in the Cannery Redevelopment District was made by Mr. Halloin and seconded by Mr. Klinkhammer. The motion passed.

5. Review of updated conceptual plans for the Cannery Redevelopment District. Mr. Schatz indicated that they have incorporated the feedback from the last meeting into three new plans to be presented. Mr. Schatz introduced Mr. Johnson and Mr. Silewski from Ayres Associates to present the updated plans based on the RDA's feedback.

Mr. Johnson introduced Mr. Silewski, a landscape designer in their office. Mr. Johnson showed the prior plan and highlighted the discussion points from the last meeting, including concerns about adequate green space and mixed uses north of Platt Street. He summarized the three new approaches and described the different plan views.

Mr. Silewski presented the differences in the 3 options, which mainly deal with how north Oxford Avenue is designed between Platt and Maples Streets. Option 1 jogs it through the area, Option 2 continues the 90 degree angle, and Option 3 ends the road in 2 parking lots. They also varied in how the commercial area north of Family Video is aligned, how the apartments and/or townhomes open to the green space, and the placement of a possible senior living facility. Near the commercial area, the apartment buildings include mixed uses on the corners. Mr. Schatz asked about parking by 1807 Oxford Avenue building and the two concept commercial buildings. Mr. Silewski discussed the possibility of a hotel in this district and the specific demands associated with that use. The Options consider parking behind the commercial facilities. He also discussed the use of green space to enhance the parks and as a corridor to connect the neighborhood to the river. Mr. DeRosa asked if this was similar to overlooks and Mr. Silewski confirmed.

Mr. Silewski continued with Option 2, which adds additional parking and 2 smaller separate commercial buildings. The apartment buildings include small surface parking with access to underground parking, and larger green space along the river. Option 3 is more contained, where north Oxford Avenue ends in a parking lot with no connection to Maple Street. This option also considers the senior living facility further south and closer to Platt. Mr. Green asked whether any of the planned buildings are in the floodplain. Mr. Johnson confirmed they are not.

Mr. Halloin indicated Option 2 is closer to where they wanted to be headed. He discussed the green space opportunities, including a public garden based on the work by a UW-Madison Graduate Student who previously presented. He also discussed possible programming opportunities for the public space and creating a destination, including integrating the Children's Theater into the space; much like Regent's Park in London with a small stage with a carve-out for an amphitheater space. He thinks that unless the space creates a tangible program benefit, there will be limited development. Mr. Johnson discussed the open space plan and the considerations for how to engage people living and working nearby and how to draw the community to the site. The redevelopment strategies should complement the planned public spaces, much like in Phoenix Park.

Mr. Halloin also expressed that mixed use will be easier to develop and be successful to the south along Madison Street. He is concerned about sandwiching commercial uses between the existing facilities. He wants to generate the biggest possible increment out of the commercial that goes in to fund the public space improvements. Redevelopment of the Family Video site could unlock the district, perhaps with higher density residential use. Mr.

Johnson reviewed that previous discussion considered blended incomes and ages in the residential areas, and how the commercial and public spaces will feed off the residential.

Mr. Klinkhammer asked about traffic from 3rd Street to Madison Street. Mr. Johnson discussed the different strategies for dealing with traffic in the plans. Mr. Schatz explained the decisions to this point of a more moderate plan and allowing for a more moderate entryway into the area. If the RDA can work with Family Video to develop that site, then the plan can change. Several developers have expressed interest in housing in this district.

Dr. Kemp asked about the rough increment of the district. Mr. Schatz responded that staff had previously presented projected valuations that the board thought to be too high. Dr. Kemp discussed the plans as having two zones: southern commercial and northern residential. He discussed the need to bridge and tie in the commercial and residential uses, and to support the community-based development to the north. The idea is to sell the area as a single entity.

Mr. Klinkhammer emphasized the value of the Family Video lot. He suggested it is time to pause in order to bring energy for what can happen with that lot. Mr. Halloin agreed that the next step is to sit down with Family Video to see what can be done. He also expressed concerns about the increment needed from the Brewing Projekt's plan to make the broader plan work. He thinks the potential increment will be limited based on the sites carved out from the district plan. Mr. DeRosa summarized the direction to approach Family Video to gauge their interest for redevelopment. Ayres Associates should also maximize the plans on the south end. Mr. Johnson affirmed that they will pause on the areas south of Platt Street and revisit the areas to the north once those are decided. He also emphasized the importance of holding the corners with commercial uses. Mr. Nick also encouraged Mr. Johnson to consider aspects of crime prevention through environmental design (CPTED) in the residential areas. Mr. Johnson said they will vet the plan through CPTED.

There was a motion made by Ms. Wildenberg to go into closed session, seconded by Mr. Green. The motion passed and the meeting continued into closed session.

CLOSED SESSION

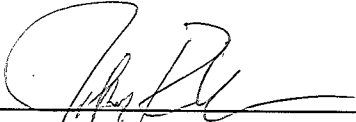
The Redevelopment Authority may convene in closed session to discuss the terms and conditions of a redevelopment proposal for 1807 Oxford Avenue in the Cannery Redevelopment District from Will Glass/Brewing Projekt, which is permitted in closed session pursuant to Wisconsin Statutes 19.85(1)(e).

There was a motion made by Mr. Klinkhammer to go back into open session, seconded by Mr. Green. The motion passed and the meeting continued back in open session.

6. Executive Director's Report. Mr. Schatz informed the RDA that Kelly Thompson will be moving on to a new position with the City. He introduced Josh Solinger, who will be assisting the RDA on the financials. He also introduced Ray French, the new Business Assistance Specialist in the Economic Development Division.

Mr. Schatz also informed the RDA of the status of the Public Market study. The recommendation is against having a large indoor public market building. The consultant is recommending having more of a food district and is working with the committee on that theory. The Health Impact Assessment group is continuing to work. Mr. Klinkhammer indicated that there is a meeting scheduled for next week.

7. Announcements, directions and correspondence.
The next Redevelopment Authority meeting is scheduled for Wednesday, July 20, 2016. Mr. DeRosa will not be in attendance.
8. This meeting was adjourned by Mr. DeRosa at 8:44 a.m.



Jeffrey Halloin, Secretary